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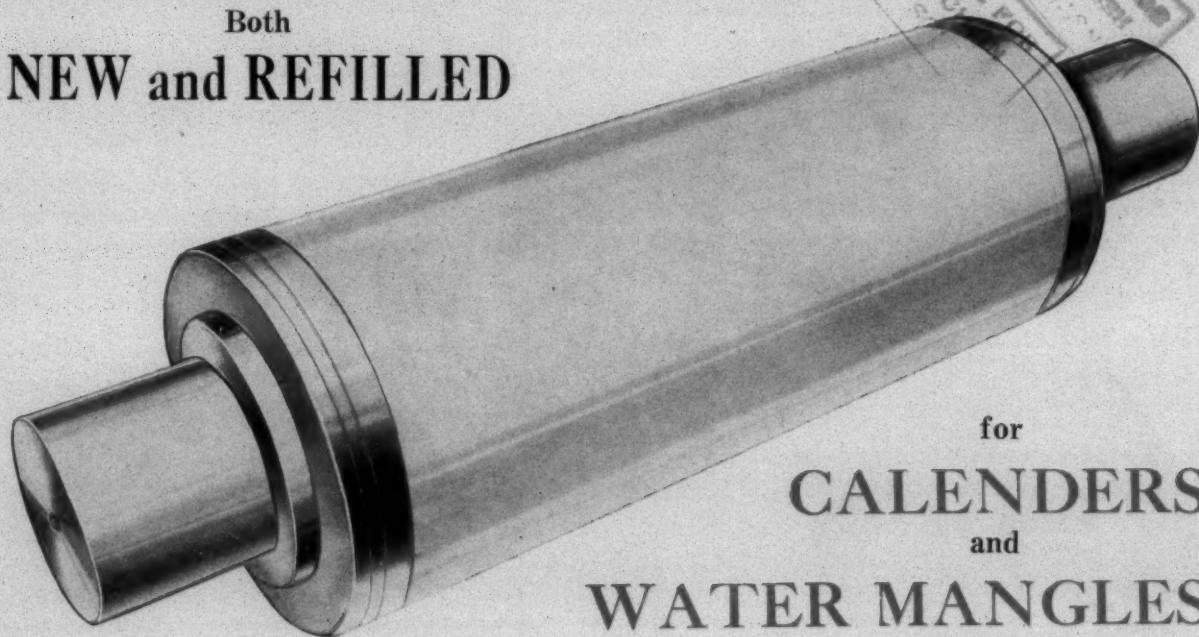
CHARLOTTE, N. C., AUGUST 18, 1932

No. 25

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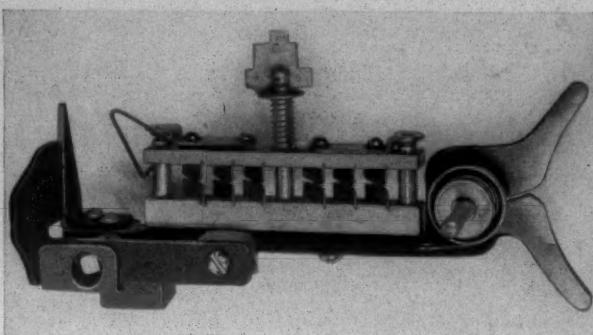


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SOUTHERN TEXTILE BULLETIN

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VOL. 42

CHARLOTTE, N. C., AUGUST 18, 1932

No. 25

Cotton Market Presents Interesting Developments

(C. T. Revere, of Munds, Winslow & Potter)

If one looks at the broad elements in the situation, it is impossible to escape the conclusion that cotton is on the eve of one of the most interesting market developments in its history. Intertwined with the fate of this commodity are the vital economic factors involved in world industry and trade, influences both psychological and fundamental. The whole combination presents an array of problems that will bear the most penetrating and exhaustive study.

Outstanding among the developments of the week was the forecast of the Crop Reporting Board placing the prospective yield of cotton at 11,306,000 bales. In view of the record of the Government crop statisticians in the last few years, this preliminary estimate should be accepted at its face value. Just how much allowance was made for further deterioration is a matter of conjecture. Several years ago the Bureau statisticians adopted a policy of attempting to forecast production, not so much on the conditions existing at the time of the issuance of the figures as to give an approximately accurate picture of the final yield. The results have been such as to justify the adoption of this method.

In its supplementary report the Crop Reporting Board gave what appears to be full justification for its figures. Winter survival of weevil had been large, and early infestation was fostered by the rains in June and the first half of July. Some check was administered to the pest by high temperatures, but the density of weevil population is still large enough to threaten further deterioration with showery weather in August and September. The deficiency in fertilizer has been reflected in the small size of the plant, lessened number of bolls per plant, and subnormal size of the bolls. These features are apparent throughout the entire area where the cotton crop hitherto has been largely dependent upon the use of commercial fertilizers.

All in all, the crop had a poor foundation, and it has been extremely difficult to decide what sort of weather would be favorable for a fairly large production. With the foothold gained by the weevil, showery weather would merely foster the menace of propagation. Dry weather, on the other hand, would disclose the deficiency in plant nourishment. The development of the crop in Texas and Oklahoma has been disappointing. Droughty conditions in those areas have caused a gradual and progressive decline in outlook.

As we view crop prospects at this time—and in this connection we accept the Bureau forecast as a basis for calculation—showery weather after August 1 throughout the Eastern and Central Belts with no generous relief from the dry conditions in the West point to a still further drop in the yield. For the next month the trade is bound to give consideration to the possibility that the September forecast may place the yield potentiality at less than 11,000,000 bales.

Such ventures into statistical abstractions may give comfort to the theorists, but they do not always produce a response in markets. Ever since we have had to battle with excess supplies, it has been contended that the only cure for price depression was a cut in production. We believe it will be conceded by most members of the trade that if the South had reduced its acreage this season 35 per cent, the development would have been hailed as strikingly bullish. Yet here we have an indicated drop in production of approximately 6,000,000 bales, or about 35 per cent. The effect of such a radical change can hardly be over-estimated.

Cotton now is around seven cents, a level that has not been seen since 1905, unless we except the autumn of 1914 when no one knew what the price was. Only a few months ago the price was around five cents, practically duplicating the historical low price for the staple. We do not believe that any student of commodity economics will contend that these prices constitute a reflection of the unfavorable statistical position. We have had excess supplies before. The surplus of raw material, when contrasted with requirements, has been even greater than it promises to be now.

In other words, the factors that have entered into the low price of cotton not only of an adverse statistical position, but under-buying and under-consumption brought about by a malignant psychology. Fear and lack of confidence have been more largely responsible for the low price of cotton than the number of bales.

It may be contended that this wave of buying which has made its appearance in practically every market has not been brought about by any improvement in underlying fundamentals. It is pointed out that we have not yet cured the dislocation in wages by a reduction in the highly protected key groups such as railroads and the building trades. It is further pointed out that we have

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Wet Finishing Machinery *

BY HOMER C. RIGGS

PROBABLY more improvements have been made in wet finishing finishing machinery during the last two to three years than in the previous two or three decades. These improvements are not only of a mechanical nature such as the use of stainless steel, roller chains, ball and roller bearings, oilless bushings, and so forth, but also changes affecting the fundamental designs and construction of some of the machinery mentioned. In the brief time at my disposal this afternoon I will not attempt to go very far into detail, but will outline some of the later improvements in fulling mills, washers and dye kettles.

FULLING MILL IMPROVEMENTS

While the basic process of fulling remains the same today as it always was, and is still accomplished by the use of squeeze rolls and a packing box, great strides have been made recently in the construction details and material used, and also in the control of the fulling operation.

The modern fulling mill has adjustable front guides to compensate for various weights of fabric and also to obtain different types of felt. These front guides take the place of the old style pot-eyes and their setting, considered in conjunction with the pressure applied to the top roll shaft, determines to a large degree the rate of fulling in width. All modern fulling mills offer adjustable front guides in one form or another and they are also all equipped with indicating dials so that duplicate settings and hence duplicate fulling conditions can be repeated at will. The modern mill has discarded the old style flanges on the bottom roll and has replaced these with cheek pieces of varying design which extend by the nip of the roll. The flangeless roll construction has eliminated one prolific source of trap tears.

The pressure is applied to the cover of the packing box in the modern mill not by guesswork, but by means of either a graduated lever arm or by known weights being applied or by a combination of the two. Thus conditions affecting the fulling and length are also indexed for easy and rapid duplication.

The ladder stop motion in the modern mill is of the adjustable type, counter balanced, and can be arranged so that a small tangle of lightweight goods will trip it without undue strain, or so that it will take a rather large bunch of heavyweight goods exerting a considerable pull to make it operate. The top roll adjustment is likewise brought out to a convenient place by means of hand wheel and beveled gears or some other similar arrangement so that the setting of the rolls can be readily changed. This apparatus is also fitted with an indicator and dial for record and duplication.

WOOD LINING REPLACED BY OTHER MATERIALS

Now one thing which all fulling mills, up to very recently, have had in common is the lining of wood. This lining of wood has been found in all fulling mills whether or not the frames were the skeleton type or the solid cast iron. Likewise in the older mills the thing which tied the heavy cast iron frames together (with the exception of the two girts under the packing boxes) was simply

wooden staves. Fulling mill frames are of themselves not in stable equilibrium, and the only thing that gives a mill stability, with smooth running and lack of vibration, is the tie between the two side frames.

Wood has always been used for this purpose and its shortcomings are obvious. In the new fulling mills now being offered by one of the manufacturers, wood is done away with entirely in the construction of the machine with the sole exception of the lags on the main rolls and the cover of the packing box. The wood lining is replaced throughout with material made up of three thicknesses sealed together. The two outside materials are impervious to heat, steam, acids, alkalis, and most other mill chemicals. The interior layer is an insulating material similar to celotex or wallboard. The cast iron frames are tied together by cast girts which are located just under the lining where they will perform the double duty of supporting it and tying the frames together. The result is a mill which is infinitely more stable, smoother running, and practically vibrationless.

The curved slope down the back of the tub is lined on the inside with stainless steel which adds materially in cutting down the number of tangles and knock-offs for the reason that the goods pick up almost vertically from the bottom of the mill to the stop motion, instead of pulling from part way up the curve. An additional advantage of this metal lining which will be appreciated by practical mill operators is the fact that it is quite possible to run side by side pieces with as much as fifteen yards difference in length without running into any difficulties from frequent stops. Those of you who are familiar with the ordinary wood lined mill will realize what this means.

The newest type of packing box is made of practically one piece stainless steel. The stop motion is also of stainless steel, angles, channels and tube construction securely welded with entire elimination of bolts, to drop into the mill and cause damage. The welded construction also makes a very rigid stop-motion with an infinitely longer life than the older wood construction.

THE FULLING MILL DRIVE

A fulling mill drive has for scores of years been a very difficult drive. Fulling mills are usually placed in low-ceilinged rooms and with short center drive necessary has forced the use of excessive belt tensions with consequent short life of the belt, extensive wear on the bearings, clutch trouble and so forth. The modern mill has a countershaft drive extending on both sides of the machine and drives on both sides by means of roller chain and cut sprockets to both bottom and top main rolls. The clutch being mounted on the countershaft turns at a much higher speed than the main roller, therefore, allows the use of a smaller clutch, narrower belts, less belt tension and a much easier drive throughout. The countershaft design also lends itself to a very modern method of ventilation, which consists of mounting suction fans inside the mill with discharges through the side out into the room. The speed at which the mill is ventilated is readily controlled by the opening or closing of shutters.

I mentioned awhile back the use of stainless steel for the packing box and stop motion. The modern mill does not use any brass whatever inside the machine, thus

*Address at annual meeting of Lowell Textile Alumni Association.

doing away with resist spots and discoloration due to the disposition of verdigris formed by the action of soap and alkali on brass. In addition to the two parts mentioned many of the bolts such as those fastening the packing box to the girts, pins, front guides, front guide operating shaft, cross countershaft, packing box shoes, etc., are also made of stainless steel.

NEW WASHER WILL NOT PILE UP AND TOPPLE FORWARD

The next machine that I want to discuss is the washer. This machine has undergone a basic change in design very recently with results in efficiency of cleansing, water consumption, soap saving, increased production, and lowered cost such as would hardly have seemed possible to effect in a machine that has been practically standardized for so many years. You are all familiar with the old style of cloth washers and know that they are very deep in comparison with the width from front to back. In the majority of cases the operation of washers of this type resulted in the goods piling up in the back and toppling over forward so that the strings were pulling from underneath a pile of goods a large percentage of the time. This toppling over and bunching up has been the cause of many an improperly scoured set, and is responsible for the stretch out in scouring that has heretofore been considered inseparable from that operation.

The new washer departs entirely from this shape of tub and is only 5 feet deep while being some 116 inches from front to back. This gives a shape of the tub more in line with modern dye kettles and after all isn't that a reasonable design? There is, I venture to say, no one here today who would dare to dye a set of goods in the old-fashioned washer for the reason that they would not expect to get uniform dyeing owing to the inevitable bunching, piling up, and pulling from underneath. Is it, therefore, surprising that the older style of washer would cause some trouble from uneven scouring due to these same causes?

This new type of washer absolutely will not pile up and topple forward. The strings move through the liquor toward the front of the machine in a loose, uniform and orderly manner. There is no pulling from underneath and practically no drag whatsoever on the pieces. You would not have to allow two, three or four inches in "stretch out" in the washer when computing the amount of head shrinkage that you require from your fulling mills. Each strand lifts from the tub as easily as though one were pulling the loose end of the cloth.

In addition to the lack of strain or stretch due to the shape of the tub, the lift from the surface of the water to the front or breast roll is several feet less in this type of machine than in the older one, a fact which still further reduces the drag.

IMPROVEMENTS IN RINSING OFF

Now we are all agreed that the greatest time and operation expense in the scouring operation is the rinsing off. Hot water costs money, and too often mills suffer from a lack of it. I think we are all further agreed that the efficiency of the rinsing operation itself depends primarily and directly upon the efficiency of the exchange of the dirty, soapy, contaminated water for clear, clean rinse water. The old style standard suds box with holes in the bottom and short sides did not in the first place catch more than 40-50 per cent of the dirty water squeezed out by the rolls and in the second place, of the amount that it did catch, it allowed a rather sizable portion of it to escape through leaky drains back into the tub. All of this prolonged the time of rinsing off and the cost of the operation.

And those of you who have tried to wash a set of goods in a washer without any suds box simply by a continual process of dilution will bear me out in this statement. The first problem then in increasing the efficiency of the washer was to design a suds box which would catch as near 100 per cent as possible. To do this it was first made absolutely non-leaking. It was built into the sides of the washer with a water-tite construction and the sides of the box were extended upward and the bottom of the box widened. A box of the construction shown by this rough sketch on the blackboard, instead of catching some 45 per cent of liquor squeezed out at the nip and losing an appreciable amount of that, will catch and hold nearly 90 per cent.

TIME SAVED BY NEW SUDS BOX AND TUB DESIGN

The saving in time of the rinsing due to the suds box and also to the new design of tub has in some instances run to more than 50 per cent, while a safe average can be assumed as about one-third. The old style washer had a water manifold on the pot-eye side. The modern washer has a water box on the opposite side and there is a very distinct reason for placing the box where it is. If we bear in mind this matter of exchanging of liquors and also bear in mind the fact that cloth traveling at a certain fixed speed through the liquor can only absorb and lift up a definite amount, you will easily see that the manifold idea was all wrong.

Remembering that the only way we can rid the machine of soapy water is to have the goods pick that soapy water up and carry it to the nip where it is squeezed out, the folly of applying clean water by means of the manifold onto the strings as they lift up from the liquor will be obvious; for the strings can only carry a certain amount of water, as I have just said, and if we subject them to a stream of clear, clean water we are knocking off a sizable percentage of the dirty water which the strings contain, putting it right back into the tub of the machine, which is the very reverse of the thing we are trying to do. Also by the use of the manifold all the clear water that the goods absorb is simply carried over the smooth roll and squeezed out at the nip without doing anywhere near its proper share of the work.

AMOUNT OF WATER SAVED

By the use of the water box the water goes down the curved side of the machine into the tub toward the front of the machine and is lifted up by the goods, squeezed out by the nip to the bottom suds box, and carried off to the sewer. Thus we have a straight line travel for the rinsing water which has resulted in some very pleasing economies.

Since these machines lend themselves well to the construction of large units, many comparisons have been made by the water consumption of an eight-piece washer of the old style and a sixteen-piece washer of the new style. While the results vary somewhat they do not differ materially, and it may be safely said that the new washer will rinse sixteen pieces of goods with just about the same amount of water heretofore required for eight pieces in the old style machine. These results are not guesswork, but have been closely metered.

OPENING IN SUDS BOX FOR SOAP

In speaking of the suds box I neglected to mention that there is a proper opening provided in one side for the soap to come through and cascade into the tub during the soaping or scouring operation. The box likewise drains through the side of the machine with a full opening, quick closing valve on the outside free from cross members to catch dirt, lint, ocks and so forth.

It goes without saying, of course, that the modern washer has many mechanical refinements such as stainless steel used in shafts, wood screws, tie rods, guide rail pins, and so forth. Ball and roller bearing, lever control, drains, roller chain, drives, unloading rolls, and so forth, are all made of stainless steel.

STAINLESS STEEL AND OTHER METALS FOR DYE KETTLES

Probably, in the dye kettle field, the outstanding development of the year is the use of stainless steel and other metals for dye kettle construction. Of the metals available for this purpose about the only ones which come anywhere near fulfilling requirements are the "18 and 8" stainless steel, nickel chromium alloy, Monel metal and nickel, their value in woolen and worsted dyeing being in the order named.

Repeated tests in widely separated mills have proven conclusively that for woolen and worsted dyeing the "18 and 8" metal gives results which are second only to glass beaker dyeing. One manufacturer puts out a stainless steel kettle which is made of $\frac{1}{8}$ -inch plate metal with the sides retained by cast iron frames and with cast iron intermediate supporting and reinforcing members.

An other manufacturer offers a kettle made of the so-called nickel-clad steel, the total thickness of which is $\frac{1}{4}$ -inch with .025 inch on one side of the mild steel. While this kettle is satisfactory for some colors, owing to the presence of nickel and to the necessity of making the reel, front partition, pin rail, pins, and coil of pure nickel, many colors are seriously affected in that they will come out duller and flatter without the bright, full gloomy shades obtainable in stainless steel kettles.

A third manufacturer makes a stainless steel kettle of $\frac{1}{8}$ -inch plate metal which is of self-supporting construction throughout. The tub and all its supporting members are securely welded in one piece, and the tub is just set on the foundation without being fastened down.

Since the expansion of stainless steel is about 150 per cent that of mild steel the advantages of a construction which is not restricted, but allows free expanse in any direction, is at once obvious. The outside supporting channels on this machine are made of the same metal as the tub itself so that the machine is "18 and 8" inside and out, and since the channels are welded to the tub, they attain practically the same temperature as the tub walls, and hence, expand with the walls without imposing any strain on the tub or any of its parts.

In order to further free the tub from mechanical stress due to drive the countershaft driving connection and reel are supported on the outside by cast iron stands which straddle the tub and which are entirely independent of it. This construction also allows the use of adjustable feet on the stands so that the reel can be moved back and forth a total distance of some 12 inches, thus providing plenty of adjustment to allow change of position of the reel when dyeing lightweights and when dyeing heavier weights.

Another interesting development in the dye kettle line is a new 100 per cent stainless steel sample dye kettle which takes place of a whole row of sample dye kettles to care for varying sample requirements. This new stainless steel kettle is fitted with a reel which is variable in height from no inches to 36 inches above the top of the tub and the speed of the reel, driving through direct connected motor and a variable speed transmission of the Reeves or Llewellyn type, gives a range of reel speed from $4\frac{1}{2}$ inches to 36 revolutions a minute. The advantage of a machine of this type is, of course, that it will handle anything from a two or three-yard sample on up to a full piece of medium weight goods, and will han-

dle whatever length is required at speeds and under conditions most favorable to running that particular piece. The reel is equipped with Allegheny metal humps if required or may be the standard slatted type.

I have here a number of cards which show the results of dyeings in the various kettles mentioned awhile ago. In every case the "blank" referred to under one of the samples is the dyeing obtained in a porcelain beaker; the KA-2-S is the "18 and 8" stainless steel, the nickel chromium alloy is a new alloy being introduced by the International Nickel Company, and it is composed of 84 per cent nickel, 12 per cent chromium, and 4 per cent residual iron. You all are familiar with Monel metal and nickel.

Cotton Market Presents Interesting Developments

(Continued from Page 3)

not yet instituted effective governmental economies except in isolated instances, that we have taken no action on war debts or tariffs. It will be readily admitted that constructive action in reference to all these problems is essential before the world can be restored to complete economic health.

At this point, however, we think it advisable to call attention to the fact that markets do not owe their initial propulsive power entirely to economic forces, no matter how influential these ultimately will be. In the last few weeks we have had an abrupt change to benign psychology. It matters little whether this has been brought about by force majeure or whether advantage has been taken of a propitious technical position. The fact remains that whether some of the pessimists like it or not, we have had since the first of July an appreciation of more than \$9,000,000,000 in the market value of listed stocks on the New York Stock Exchange alone. This does not take into consideration the enhancement in the market price of bonds, unlisted securities, and those listed on other exchanges.

When one considers the wide dissemination of security holdings throughout this country and abroad with millions of investors finding their capital position so vastly improved and in many cases more than doubled, we have here an element which, combined with a revival of confidence, can be translated into buying power of enormous and widespread proportions. Never before have such a large number of individuals been holders of securities. In previous depressions securities were in a relatively small number of hands, and these fortunate few were the ones who benefited by recovery. Now, however, the capital position of a vast number of people will be quickly changed for the better, and thus add to the rapidity of the general recovery.

Even admitting that we have not touched more than the fringe of the economic fundamentals mentioned above, there is no doubt that the people of the United States are awakening to the necessity of constructive remedial action. We see this in the growing "tax consciousness" of the nation. We are getting outspoken leadership in high quarters on the subjects of war debts and tariffs. It is inconceivable that America, a nation of practical people, should continue to ignore problems that stand in the way of their material welfare.

At the moment the changed psychology, the replacement of fear with receptive confidence, is the force that anticipates and translates into realities the constructive factors that exist.

With this change in psychology—the vision that looks

forward instead of backward—less attention will be paid to surplus stocks and more attention will be directed toward potential requirements. There will be a disposition to bear in mind that we have had three years of under-buying and under-consumption, and that in the case of cotton alone it would require the equivalent of 6,000,000 bales to replenish depleted stocks, to fill empty shelves and warehouses, to say nothing of supplying the growing needs of an increased population.

Still another element that must not be overlooked will be the influence of a rising commodity plane on the fortunes of cotton. No commodity stands alone. In the final essence one commodity is traded for another, and the higher the commodity plane, the greater the purchasing power released for individual commodities.

Cotton went to historical lows in large measure because wheat, rubber, silk, sugar, cocoa, copper, and practically all other products of soil, forest and mine declined to such an extent that world buying power was paralyzed. With confidence reviving and fears subsiding, it would be impossible to measure the buying power emanating from a curing of dislocation and restoration of parity values between the different commodities. As this buying movement gains impetus and volume, the disclosure of vacuum in finished goods will make the stampede of shorts in recent stock market sessions look like a sedate performance. In fact, we would not be surprised to see a buyers' panic in merchandise.

From the foregoing observations, it may be inferred that we favor the constructive side of cotton. We do not believe the situation demands the adoption of artificial price boosting expedients. With the changed psychology we believe the intrinsic strength of cotton will be reflected in substantially higher prices.

Russia Pressed To Buy Cotton

(Wall Street Journal)

Paris.—Russia is in urgent need of raw cotton and cotton goods, and may have to enter world markets as a buyer of both.

Although in most appraisals of economic conditions in the Soviet Union, the importance of Russia as an actual and potential market for agricultural and other machinery has been greatly emphasized, and notwithstanding the fact that there continue to pour into Moscow telegrams lamenting a lack of machinery and describing breakdowns in last year's machinery, the need for raw cotton and cotton goods by the Russian government is probably even more acute than the need for machinery.

Cotton plays a pre-eminent part in the Soviet's economic system. In exchange for cotton goods, the government receives grain and other agricultural products from the peasants, and these products are the basis of its finance. Pre-war Russia imported about half of its raw cotton. The Soviet boasts that the importation of American cotton has ceased, and asserts that supplies of the Egyptian staple will soon be reduced to a minimum. This radical cutting off of foreign supplies has been accomplished at the expense of the cotton goods industry, which has been on short time because of the lack of raw material.

This year a plentiful supply of cotton goods has become needed more than ever by the government, because, after allowing a certain freedom in trade in agricultural products, it became itself, in the capacity of the employer securing bread for his employees, a buyer of grain in the markets. Money being almost useless, the demand for goods wherewith to barter is great.

In the last pre-war year the present territory of Russia (that is, without Poland and the Baltic States) produced 2,250,000,000 meters of cotton cloth. In addition cotton cloth to the value of \$22,000,000 was imported. Last year, with an additional 20,000,000 people on the same territory, 2,320,000,000 meters of cloth were manufactured, and practically no cotton goods were imported for general consumption. From this some idea of the dearth of cotton goods may be gathered.

For this year the government has set up a low of 13.7 meters of cotton cloth per head upon which production must be based. But even this yield cannot be realized, as production is far behind schedule. A total of 3,061,000,000 meters was aimed at, but during the first six months only 1,257,000,000 meters were manufactured, or about 20 per cent under schedule. As is the case in other branches of industry, a certain slackening in effort has become manifest. The Soviet press attributes this to the lack of raw material.

The sown cotton area in the U. S. S. R. was increased by 480,000 acres this year, aggregating 5,635,000 acres. Ninety-five per cent of the planned sowing was carried out. Over 80 per cent of the area is under the direct control of the government, being in the form of collective or State farms. The success of the business thus almost entirely depends upon the efficiency of governmental direction.

NEEDED MACHINERY FAR BEHIND SCHEDULE

This huge area can only be adequately dealt with by means of machinery. In this regard some anxiety is shown because the schedule of machinery delivery has been executed to the extent of less than half. The harvest, due at the end of August, cannot be predicted, but a general delay of about three weeks in sowing, followed by much unsatisfactory tillage, is not encouraging. A harvest of 543,000 tons of cotton fibre is hoped for. Last year 5,155,000 acres yielded 400,000 tons.

Compared with pre-war production, the yield under collectivized conditions has fallen considerably. In 1913 a sown area of 1,220,000 acres yielded 230,000 tons.

Over 60 per cent of the cotton land is in Central Asia. The remainder is distributed over Causacia, Kirghiz Steppes (on the northern borders of Central Asia) and the Ukraine. Sowings in the Ukraine are largely experimental, and are opposed by several Soviet specialists, who have, in consequence, been branded "Right oppositionists."

CARE IN CULTIVATION DETERIORATES

Before the revolution the cotton growers were Sart farmers, natives of Central Asia, who attentively followed the instructions given by experts and attained considerable success with American upland and other varieties of seed. About two years ago these farmers were forcibly collectivized. They have lost much of their former interest in their work, and many have left their districts and have gone to the towns to engage in factory work. General field work carried out so carefully by independent farmers has given place to the negligent labor of inexperienced strangers. Last year much cotton was unpicked because machinery was lacking.

Undeterred by unsatisfactory returns, the government has drawn up plans for the extension of its plantations. It was recently reported to the cotton conference that by 1937 the cotton area would be 7,900,000 acres, expected to yield 1,065,000 tons of cotton fibre. Such an extension calls first of all for great expenditure in adapting land for cotton culture. European Russia generally is not suitable for cotton growing. Development in Central Asia calls for very complicated irrigation.

Cloth Market Statistics Much Better

Sales of 222,616,000 yards, or 157.1 per cent of production, during the month of July represent a major accomplishment in supply and demand adjustment, according to The Association of Cotton Textile Merchants of New York who made public Monday their statistical reports of production, billings and sales of carded cotton cloths during the month of July, 1932. The figures cover a period of four weeks.

Production during July was 141,673,000 yards, or at the rate of 35,418,000 yards weekly. This is the lowest rate of production on record. For June and July together, production has been 110 million yards less than during the same months in 1931.

Billings were 165,574,000 yards, or 116.9 per cent of production. Reduction of stocks was continued, decreasing 7.8 per cent during the month to a total of 281,249,000 yards. Unfilled orders increased 33.4 per cent during the month to 227,952,000 yards on July 31.

These statistics are compiled from data supplied by twenty-three groups of manufacturers and selling agents reporting to The Association of Cotton Textile Merchants of New York and The Cotton-Textile Institute, Inc. These groups report on more than 300 classifications or constructions of carded cotton cloths and represent the major portion of the production of these fabrics in the United States.

Cheaper Textiles Selling Best

THE heaviest gains in sales of dry goods have been traced to stores handling fast moving low-end and popular priced merchandise, according to a special survey of the dry goods trade by the research department of R. G. Dun & Co., credit agency. The survey states that the demand for general dry goods is broadening and that since the middle of June the trend of sales has been upward with the momentum gaining sharply during the last three weeks.

Retail sales of all kinds in 1931 are placed at \$39,000,000,000, with small town retailers contributing nearly 30 per cent of the total. Practically 80 per cent of the dry goods business was transacted by firms rated at \$10,000 and over. Collections are improving markedly in some districts where returns from early harvests have been received. Insolvencies, however, are on the increase, continuing the high level maintained last year. The survey states:

STORES ON SOUNDER BASIS

"Nearly all of the large dry goods and department stores operated on a sounder basis during the first six months of 1932 than was the case in the comparative period of a year ago. For there has been a pronounced reversal of the poor merchandising profit trend which has been in evidence for nearly two years. While a number of well managed smaller stores report an improved profit position, there has been a well defined drift of buying toward the larger stores, owing to their heavy promotions, comparatively more complete stocks and their ease of alignment with constantly changing price readjustments. Unit sales have increased in a number of cases, showing that more customers have been served, but price recessions have stood in the way of any further stride in net earnings.

"The decrease in the size of the average sales check, in fact, and the necessity of curtailing further operating

expenses, while increasing the number of transactions have offered a constant source of perplexity. Inventory control has been developed to such a high degree of perfection by stores which fall into the sales classification of \$5,000,000 and above that turnover has been increased to such an extent that profits have been made, in spite of reduced purchasing power. The intensity of the effort to increase turnover is evident in the statistics, which give the average figure for 1930 as 2.6 times, as compared with a high of 4.2 times during the first six months of the current year.

"In the smaller stores, where turnover could not be increased at such a rapid rate, the ingenuity of the owners has been taxed to find new methods of obtaining more profit on the items handled. As they have discovered from the experience of the past two years that the striving for volume by featuring low-priced merchandise defeated its own end, they are obtaining better results by carrying items which fall within the category of medium and better grades of goods, which permit a fair mark-up. In most cases, stores in this group could not effect any substantial reduction in fixed charges, maintenance, and service features, without affecting seriously the organization, and these could not be met with the narrow profits of purely volume-producing merchandise.

REARRANGE DEPARTMENTS

"More attention also is being given to the rearrangement of departments, the addition of new lines, and the extension of services to bring an increased number of customers to the store. The real needs of the customers are being studied as never before, with merchandise provided especially for their requirements, rather than offering goods which were available from a manufacturer at a ridiculously low price, because the latter happened to be in urgent need of funds. Besides, buying is being made easier for the public, and interiors of stores are being arranged so artistically and with such a wealth of comforting conveniences that shopping today has more the air of a social function than of a purely business transaction.

"The last year has seen traditions broken almost to the vanishing point, because buyers have drifted away from those stores where accounts have been carried for more than a generation, due to the mad desire to get the complete benefit of money expended. Besides, customers are more difficult to please than they were a few years back. They know exactly what they want and will brook no interference with their determination to obtain it. The educational campaigns by newspapers, radios and movies have given the consumer such a clear insight into the color and line that help to build attractive merchandise that they are unusually well informed about their own type and are deaf to suggestions of substitution.

"For, style is the heart of the dry goods and textile trades. At is every beat there is a new design or arrangement of a pattern which is destined to hold the attention of some purchaser. The appeal of style is as unending as the course of the ocean currents, as difficult to control as the flow of the tides, and as unalterable in its course as the fixed paths of the plants. Each season, each month, each day bring something new in personal adornment which makes for the unending liveliness of the wearer. Each morning brings a fresh demand for the new articles that the ingenuity of the artist, the designer and the manufacturer produce. It is an insatiable demand which will know no end as long as the human race must seek articles of covering, if not adornment."

MILL NEWS ITEMS

LINCOLNTON, N. C.—High Shoals Cotton Mill opened this week on full time with orders on hand to last for eight months.

HIGH POINT, N. C.—The Terry Hosiery Mills, which have previously operated as a partnership, have been incorporated by L. B., M. B. and R. B. Terry.

PACOLET, S. C.—Pacolet Mills resumed operation Monday morning on a full time schedule.

The plant employs more than 1,000 persons.

The mill has been closed since June 4 due to the condition of the textile industry.

ROCK HILL, S. C.—Rock Hill textile and finishing plants are employing over 2,300 persons now and several are running on full night and day schedules, a check revealed. Six textile plants and the Rock Hill Printing & Finishing plant were asked for reports on running schedules.

GAINESVILLE, GA.—Two of Gainesville's largest textile plants have resumed operations after a shutdown since June 9.

The Gainesville Mill and the Pacolet Manufacturing Company went on a full time basis, and their combined weekly payrolls will be approximately \$9,000.

The Chicopee Mill, which has been in continuous daily operation, began day and night work.

LINCOLNTON, N. C.—The Glenn Manufacturing Company has been incorporated with an authorized capital stock of \$100,000 by W. W. Glenn, Edgar Love and C. R. Jones. It is understood that the company will take over and operate the Melville Manufacturing Company, which was recently sold by the receivers.

WINSTON-SALEM, N. C.—Thurmond Chatham, president of the Chatham Manufacturing Company, which makes blankets at Elkin and Winston-Salem, announced that mills in both places are on full time operations.

He said improved conditions have resulted in orders in excess of the present capacity of the mills where over 1,000 workers are employed.

GREENSBORO, N. C.—The Southern Silk Mills, Inc., with plants here and at Kernersville, fifteen miles west of this city, announce an increase in wages from 10 to 12 per cent for their operatives in both plants. John G. Bentley, president and general manager, in making the announcement said that his mills had orders booked that would enable their plants to operate at full time, both day and night, six days a week, until October.

SPARTANBURG, S. C.—The Whitney Mills here have announced operations would be resumed Monday, giving employment to 250 workers.

At the same time the Martel Mills at Valley Falls announced work there had been started and that 400 operatives are now at work.

Resumption of operations by mills in Cherokee, Union and Laurens also have been reported in the past several days.

DANVILLE, VA.—The Riverside division of the Riverside and Dan River Cotton Mills went on full time, or five and one-half days instead of four as during recent weeks. Nearly 1,500 workers are affected by the order. It did not affect the Dan River division, where about 3,000 workers are on four-day time. In confirming the order mill officials said that it was due to a heavier movement in colored goods. They said they hoped that full time would be permanent in this division.

TUXEDO, N. C.—Contract for overhauling and remodeling the plant of the Green River Manufacturing Company has been awarded to the Justus Construction Company. The building is to be put in first class condition and all the dwellings in the mill community repaired and worked over. The entire job will be completed by the end of September.

FLORENCE, ALA.—Gardiner-Warring Company has let the contract for a third story to one of its plants to increase facilities for the manufacture of men's rayon underwear. The new line, as previously stated, will be ready for delivery next month.

Besides the plant that is to be enlarged, the company operates in another three-story plant in which its regular line of cotton underwear is made. The new addition will enable the firm to increase its workers from 600 to 675.

HICKORY, N. C.—Addition of 25 new workers at the Conover Monday will place the factory on full time operation, according to the manager, Adrian L. Shuford. Night and day shifts will work five days a week.

Conover is one of the six towns in the South that have a glove factory. When the Conover plant is working at full schedule, the output is 8000 dozen pairs of gloves a week. The employes number 125 and a similar number are employed in the hosiery department, which is run in conjunction with the glove factory.

ROCKY MOUNT, N. C.—With a brick addition to the W. H. Draper & Sons cordage plant here nearing completion, plans were being considered for the removal of approximately \$40,000 worth of machinery from Troy, N. Y., to this city and the establishment here of the executive offices of the company.

It was expected the machinery will be shipped here soon and will be made ready for operations to start by September 1. Opening of the addition will give employment to approximately 35 persons besides those now at work at the plant, which is operating at full capacity.

GREENSBORO, N. C.—Resumption of a full time operating schedule in both Greensboro plants of the Blue Bell Overall Company has been ordered, it was learned from R. W. Baker, president of the company. The order has already become effective.

This change in operating time from four days to five and one-half days each week, regarded as a full week, is now in effect not only in the two Greensboro plants with 1,350 employes but also applies to the company's overall manufacturing establishment in Middlesboro, Ky., where approximately 500 persons are employed.

About a year has elapsed since a full work week was previously in effect in the Blue Bell plants. Operations now extend each week from Monday morning until noon Saturday. "There is very little night work," Mr. Baker said.

(Continued on Page 16)

PERSONAL NEWS

John W. Garrett, formerly superintendent of the Aragon plant of the Aragon-Baldwin Mills, Rock Hill, S. C., has accepted a similar position at the F. W. Poe Manufacturing Company, Greenville, S. C.

A. B. Adkins has resigned as superintendent of the F. W. Poe Manufacturing Company, Greenville, S. C., and returned to Easley, S. C.

W. M. Sherard, head of the Green River Manufacturing Company, Tuxedo, N. C., is recuperating from an operation for appendicitis.

John W. Conrad, formerly Philadelphia salesman for the Carolina Cotton & Woolen Mills has been appointed Pennsylvania salesman for the Van elder Yarn Company, of Philadelphia.

H. W. Cappell, vice-president of the Tubize Chatillon Corporation, announces the appointment of J. G. Hillborn in charge of the company's Pennsylvania territory. Mr. Hillborn has been in the yarn business for ten years, being originally with Franklin D'Olier & Co. in Pennsylvania and later in charge of the Chattanooga office for Cannon Mills. He left the latter company to represent American Enka Company in Pennsylvania when they assumed the sale of their own yarn. Mr. Hillborn succeeds E. W. Martin who was recently appointed sales manager and will make his headquarters at the company's office 1600 Waynut street, Philadelphia.

Frank North Organizes New Company

Frank G. North, of Atlanta, has announced the formation of Frank G. North, Inc., a new company that is to manufacture and distribute sizing and finishing compounds and similar products. Mr. North has been selling to Southern mills for the past 19 years.

Walter W. Greer is vice-president of the company and S. M. Smith is also interested. Both are well known in the textile field.

The organization of the new company in no way affects the Atlanta Harness & Reed Co., and Mr. North will continue as president of that company.

A. A. M. A. Board to Meet in Greenville

Greenville, S. C.—The autumn meeting of the Board of Government of the American Cotton Manufacturers Association will be held in Greenville during the Southern Textile Exposition. The Poinsett Hotel has been selected as the place and the time is Thursday, October 20. The program will be announced within a few days. The Board of Government consists of the following:

William D. Anderson, S. M. Beattie, J. H. Cheatham, Allan Little, W. S. Montgomery, A. M. Fairley, C. A. Cannon, George H. Lanier, Robert Lassiter, R. E. Henry, W. H. Hightower, Harry L. Williams, A. K. Winget, T. H. Webb and George M. Wright. Ex-presidents, members ex-officio: Arthur H. Lowe, T. H. Rennie, Ellison A. Smyth, Stuart W. Cramer, John A. Law, Allen F. Johnson, C. E. Hutchison, W. E. Beattie, A. W. McLellan, W. J. Vereen, James P. Gossett, George S. Harris, A. M. Dixon, B. E. Geer and Cason J. Callaway.

The other officers of the Association are B. B. Gossett,

president; Donald Comer, first vice-president; T. M. Marchant, second vice-president; W. M. McLaurine, secretary and treasurer.

OBITUARY

EDGAR CALDWELL RAY

McAdenville, N. C.—Edgar Caldwell Ray, head of the shipping department of the McAdenville Mills, died at his home here after an illness of some months. He was a son of Robert R. Ray, general manager of the mills, and was one of the best known men in Gaston county. Mr. Ray was a graduate of the University of North Carolina. For a number of years he was traveling salesman for the Charlotte Supply Company, and several other textile machinery houses. He was 55 years of age.

J. L. SLOAN

Davidson, N. C.—K. Lee Sloan, for many years a prominent textile executive of this place, died at his home here after being ill for seven weeks. He was 69 years old.

Mr. Sloan served for many years as secretary and treasurer of the former Linden and Delburg Cotton Mills. He also served as mayor of Davidson for 25 consecutive years. He had been postmaster for the past several years. He is survived by two children.



George Snow Lands Big Customer

George Snow, well known salesman for the Atlanta Brush Company, is shown above with a 76-pound tarpon he recently caught on a fishing trip to Orlando, Florida. George is seen at the left in the admiral's uniform. It took an hour to land the big fish. George is also telling of two other big ones that got away, but he brought back the proof of the big one that didn't. It was his first experience in deep sea fishing.

The most exciting moment of the battle, George reports, was when a big shark tried to run off with the tarpon just as the latter was about to be landed. The boatman shot the shark with a rifle, but not before he had bitten out a fair size of George's fish, as is plainly seen in the picture. There are a lot of fishermen among the textile men in the South, but George Snow has given them all a record to shoot at.

KNITTING TRADE NOTES

Report On Two-Tone Effects

A report on the causes of two-tone effects in hosiery, with practical suggestions for reducing or eliminating these effects, has been completed by the Raw Silk Committee of the National Association of Hosiery & Underwear Manufacturers, it was announced by Earl Constantine, managing director.

The report lists six principal causes of two-tone, as follows:

1. Difference in nature of color of the silk.
2. Mixing in the same stocking silk which has either been thrown by two or more different plants, or been soaked by different treatments.
3. The use of silk that has been in storage for some time, with resulting oxidation of the soaking oils or of the silk itself.
4. Difference between the number of courses in the leg and in the foot.
5. Pronounced difference in twist.

SEE IMMEDIATE BENEFIT

A large percentage of hosiery manufacturing defects during recent months has resulted from two-tone effects, and the committee's report is expected to result in immediate benefit to the industry at large. It is probably the most exhaustive study of the subject that has been made to date, and in practical manner advises manufacturers how to avoid or reduce two-tone effects.

"The committee has also been engaged on a study of existing raw silk classification rules from the standpoint of the knit goods manufacturer," said Mr. Constantine. "A tentative form of recommendation for changes in these classification rules has been arrived at, but the committee expects to continue its efforts further.

"The attitude of the committee may be expressed as having no desire to seek change for the sake of change alone. Its policy is to work out recommendations only on changes which it is felt are very important, if not vital. The committee will probably support its recommendations with physical demonstrations and the results of careful tests."

A simplified manual on the essentials of unit cost accounting is being developed by the association. It announces that arrangements will probably be worked out whereby members can be offered the services of field men, on a low per diem fee plus expenses, to advise them on uniform cost accounting.

The manual will probably be less than 50 pages, and of handy size. Every effort is being made to use shop language and to avoid technical terminology. The manual is expected to be ready at the general conference of the industry in New York during the latter part of October.

49-Cent Rise In Silk Hits Smaller Mills

The long extended rise in raw silk quotations has finally established a level at which further supply commitments by hosiery mills will necessitate increases of at least 25 cents and possibly an average of 50 cents a dozen on going into production, it was definitely indicated

after several of the leading producers had figured costs on the higher basis, the Daily News Record reports.

An example of the extent to which raw silk has risen in one month's time is shown by a comparison of quotations on 5 per cent, 20-22 and 13-15 silk per pound August 11, with quotations of a month ago, July 11, which follows:

Size	85% White Silk	Rise
	July 11	Aug. 11
20-22	\$1.22-\$1.27	\$1.74-\$1.79 .52
13-15	1.33- 1.38	1.79- 1.84 .46

With a gain of 52 cents a pound on one of the most popular sizes for silk hosiery manufacture, and 46 cents on the other, or an average rise of 49 cents a pound in one month's time, the trade is faced by an inevitable and perhaps early increase in hosiery prices unless raw silk runs into unexpected selling orders during the coming week.

Perhaps the most significant phase of the present rise, both from an economic and profit viewpoint, is the sudden shift in prospects of the larger mills as compared with the smaller. When raw material prices were declining, the larger mills suffered steady losses as a result of their heavy inventories, while the smaller mills, which buy raw silk only a few weeks in advance, were enabled to take advantage of the decline. The latter were consequently in a position to reduce hosiery prices much faster than their larger rivals, and so came almost to dictate succeeding market quotations. Now their positions are reversed; the larger mills can continue to operate on present prices until late in September, while the smaller must either raise their prices or take the same losses at once because of light stocks.

The situation is such that the smaller mills are facing serious losses, either in sales or profits, until or unless the larger mills advance their prices. The larger mills lost both business and profit to the smaller concerns during the decline that began in 1927, and they blame the latter for irresponsible price cuts that they assert undermined the market. Now that the big mills have the upper hand, it is declared possible that they may wait as long as possible before raising their prices, in hopes that some of their small competitors may find the going too difficult to remain in business. However, it appears certain that advances will take effect generally early in September if the raw market continues for another two weeks at its present or a higher level. The mills that are carrying small stocks of raw silk are expected to raise their prices before September 1, for they have already found it necessary to buy supplies at the higher quotations.

Hosiery Agency Formed

High Point, N. C.—A new Southern hosiery sales organization has been organized here by W. H. Snider, who for several years has traveled for the Robbins Knitting Company of this city. Samples from ten Southern mills, most of which are located in High Point, are on exhibition in the new offices of the company, which are located at 701-702 Commercial National Bank building.

U. S. Rayon Output in 1931

150,509,654 Pounds

PRODUCTION of rayon yarn in the United States during 1931 amounted to 150,509,654 pounds valued at \$112,433,660, according to a preliminary tabulation of the biennial census of manufacturers by the Bureau of the Census. This shows a difference of over 6,500,000 pounds when compared with the so-called "official" figures which were published by Tubize Chatillon Corporation of 143,900,000 pounds.

The total products of the rayon industry were valued at \$132,783,559 (at f.o.b. factory prices), a decrease of 11.2 per cent as compared with \$149,546,107 reported for 1929, the last preceding census year. Allied products were valued at \$20,349,899.

Production of yarn is broken down in the report. Sizes from 125 to 150 denier, inclusive, amount to 99,653,106, which is just about twice the total of all the other sizes.

DIFFERENCE IN FIGURES INTERESTING

The reason for the big difference between the "official" figures and those of the Government has caused some interest. When the "official" figures were compiled, it was said that companies constituting 96 per cent of the industry's total contributed them. Evidently the production of some of those not reporting, such as Celanese Corporation of America, were larger than they were given credit for.

Another thought on the subject is that the "official" figures for some of the companies may have been smaller than the actual ones, because one or more of the companies wanted to show a greater curtailment in producing activities than actually was the case. There have been some accusations of this made in the trade.

As in the past, the census figures, while helpful, still are inadequate. There are many people in the market who feel that grouping the deniers together may be all right for statisticians but actual figures on each size constitute the only breakdown of any value to yarn users.

1931 FIGURES CONCERN PRODUCTION

The statistics for 1931 concern production, while those for 1929 reflected sales, it is noted. The following is

the text of the preliminary report of the Census Bureau:

This industry, as defined for census purposes, embraces establishments engaged wholly or principally in the manufacture of rayon yarn and of products of similar composition in the form of sheets, straw, horsehair, etc. It does not cover establishments engaged primarily in the manufacture of products from rayon as a material.

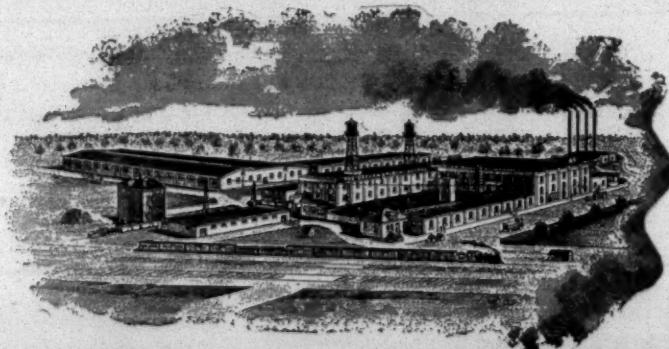
Statistics for 1931, with comparative figures for 1929 are given in the following table. The figures for 1931 are preliminary and subject to revision.

	1931	1929	% of inc. or dec.
Products, total value (2)			
(3) _____	\$132,783,559	\$149,546,107	—11.2
Number establishments	32	29	*
Wage earners (aver. for year) (1)	38,732	39,106	—1.0
Wages (2) _____	\$38,220,094	\$44,697,129	—14.5
Cost materials, containers, fuel, and purchase electric energy (2) _____	\$36,206,576	\$33,334,753	8.6
Products, total value (2)			
(3) _____	\$132,783,559	\$149,546,107	—11.2
Yarns:			
Total pounds _____	150,509,654	116,632,378	29.0
Total value _____	\$112,433,660	\$140,846,595	—20.2
Finer than 125 denier—			
Pounds _____	32,959,202	12,813,845	157.2
Value _____	\$30,525,206	\$21,176,640	44.1
125 to 150 denier—			
Pounds _____	99,653,196	85,528,539	16.5
Value _____	\$70,876,701	\$101,494,715	—30.2
Heavier than 150 denier—			
Pounds _____	17,897,346	18,289,994	—2.1
Value _____	\$11,031,753	\$18,175,240	—39.3
Allied products (sheets, waste, etc.), value (4) _____	\$20,349,899	\$8,699,512	133.9
Value added by manufacture (5) _____	\$96,576,983	\$116,211,354	—16.9

*Per cent not computed where base is less than 100.

(1) Not including salaried officers and employees. The average number of wage earners is based on the numbers reported for the several months of the year. This average probably exceeds

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somewhat the number that would have been required for the work performed if all had been continuously employed throughout the year, because of the fact that manufacturers report the number employed on or about the 15th day of each month, as shown by the pay rolls, usually taking no account of the possibility that some or all of the wage earners may have been on part time or for some other reason may not actually have worked the entire month. Thus it becomes necessary to give equal weight to full-time and part-time wage earners in calculating the average, and therefore the average may overstate somewhat the amount of full-time employment. For this reason the quotient obtained by dividing the amount of wages by the average number of wage earners can not be accepted as representing the average wage received by full-time wage earners.

(2) Manufacturers' profits can not be calculated from the census figures because no data are collected for certain expense items, such as salaries, interest on investment, rent, depreciation, taxes, insurance, and advertising.

(3) For 1931, production; for 1929, sales (shipments or deliveries) by manufacturers.

(4) This item consists mainly of the value of products normally belonging to the industry—sheets, straw, horsehair, etc.—but includes also the value of certain miscellaneous products such as cellulose acetate, staple fiber, etc. The values of these two classes of products are combined to avoid disclosing approximations of the data for an individual establishment.

(5) Value of products less cost of materials, containers for products, fuel, and purchased electric energy.

Best Week of Year in Cotton Goods

"The volume of orders placed during the week was very large and prices have been advanced on many of the standard constructions from 15 to 20 per cent. Due to the very rapid advance in cotton, it has been difficult to keep cloth prices in line and there are still many cases where it has been impossible to secure the cotton advance, particularly on heavy goods such as drills, etc. From a market standpoint probably the most important feature was the activity on various constructions of sheetings where the business was needed to lift the selling pressure. Grey goods were active in practically all lines and there was a much improved demand for colored goods, jobbers asking for anticipation of deliveries and at the same time placing additional business for later delivery. There was again a large demand for sheets and pillow cases, towels and blankets. Taking all fabrics into consideration, this has probably been the most satisfactory week in the way of general buying that we have experienced this year," Hunter Manufacturing and Commission Company reports.

"We pointed out last week that much would depend on the improvement in the demand for finished goods and we are glad to report that there has been an excellent demand for bleached goods, prices having been advanced in line with grey goods. On percales, while the demand has improved, more goods will have to be sold before conditions can be considered satisfactory from the printers' standpoint. Catalog and chain stores have done some important buying but jobbers have not yet bought finished goods in a substantial way.

"Looking ahead, it is our opinion that should the market continue reasonably active for another few weeks many of the weak spots will be cleared up and the irregularity in prices will be largely eliminated. We must bear in mind that inventories are extremely low in the various channels of distribution and, while there may not be much increase in consumers' demand in the immediate future, on the other hand, if the confidence recently exhibited gets no serious setback, the possibility of building up inventories even a little will mean a tremendous increase in yardage."

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The High Point Mistake

The recent strike at High Point knitting mills was handled by manufacturers who had had no previous experience with strikes and in our opinion they will, in the coming years, suffer severely from a mistake which was made.

The officials of all manufacturing plants owe it to their employees to meet with them at any time and to give serious consideration and study to any grievance which they may have relative to wages or working conditions.

They should not, however, ever consent to meet with those who are not their employees and that is the mistake which was made at High Point.

They dealt with a group of employees from several establishments and thereby each mill dealt with those who were not their employees.

We do not blame the knitting mill employees for putting it over if they could and now the expected has happened for the leaders have organized the employees into a union and will, in the future, live upon salaries derived from dues paid by members and never again will they work in the knitting mills.

When the payment of dues becomes slack, as they will as time goes on, and the amount necessary to pay salaries show signs of disappearing, the logical thing for the union officials to do will be to stir up another strike and to create an enthusiasm which will revive the payment of dues.

By dealing with those who were not their employees, the knitting manufacturers of High Point have placed a chain around their necks which will not only cause them many troublesome days in the future but will check the growth of manufacturing in that splendid city.

The employees of the knitting mills in High

Point will not only contribute each week a portion of their wages but at intervals will find themselves idle and without wages during ill-advised strikes.

If, after a period of years they will make a check up with knitting mill employees in other towns, who have not been members of unions and paid no dues they will find that in spite of all the sacrifices they have made the other employees dealing directly with their employers are getting the same or more wages.

At the end of twenty-five years of textile unions in New England, during which there was a multitude of strikes and millions of dollars of wages were lost by employees, the cotton manufacturing industry finds itself reduced from 20,000,000 to 13,000,000 spindles.

Where once almost every mill was unionized, today only one mill, of any size, deals with unions as such and thousands of former mill employees are hungry for lack of work.

It would have been far better for the knitting mills at High Point to have remained idle until Christmas than to have dealt with any persons who were not their own employees.

Accuracy of August Estimates

Prior to this year there have been sixteen cotton crops upon which August estimates of the yield have been made.

Eight of the crops have proved to be in excess of 13,000,000 bales and eight less.

The following is a tabulation of the cotton crops, beginning with the largest and going down to the smallest:

	(000's omitted)	Crop	August Estimate
1926	17,977	under by	2,356
1931	17,096	under by	1,512
1925	16,104	under by	2,536
1929	14,826	over by	717
1928	14,478	under by	187
1930	13,932	over by	430
1924	13,628	under by	1,277
1920	13,439	under by	920
<i>Below 13,000</i>			
1927	12,956	over by	536
1918	12,041	over by	1,466
1919	11,421	under by	1,405
1917	11,302	over by	646
1923	10,140	over by	1,376
1922	9,762	over by	1,687
1921	7,954	over by	249
		August Under	August Over
Above 13,000,000		6	2
Under 13,000,000		1	7

These tabulations show that in the case of large crops, that is, those in excess of 13,000,000

bales the August estimates have been too low six times with only two records of being too high.

On the other hand, in the case of crops under 13,000,000 bales the August estimate has been too low only once, whereas, the other seven estimates have been too high.

We offer the above, not with the view of predicting the size of the crop, but because it affords an interesting study.

Commission House Gets Called

While a visitor was seated in a cotton mill office the New York selling agents called over long distance and offered the treasurer an order for 2,000,000 yards of goods.

The treasurer protested that the price was such as would show no profit, but back came the standard argument, the one which has cost Southern mills millions of dollars, "Other mills are selling freely at the price offered and we advise you to accept."

The treasurer was heard to reply, "If that is so, buy for us 2,000,000 yards."

The credit of the mill was such as to justify a purchase of that kind, but they did not get a yard of the goods.

Playing one mill against another and picturing every little sale, even of seconds, as the market, has become a standard practice with some selling agents.

If more mills would call their selling agents as did the mill treasurer in the incident mentioned above, mill profits would materially increase.

Had he taken the word of the selling agent and accepted the order, his sale would have been broadcasted over the market and used to induce other mills to accept still lower prices.

If some system could be devised for the recording of all sales, there would be few assertions of "Other mills are selling freely at the price you are offered."

Two Reactions

Newspapers have been filled recently with accounts of cotton mills starting up or increasing their present operations.

Such reports give us two reactions; the first, a feeling of joy that mills are operating and labor being employed and, second, a feeling of fear that production may be stepped up too quickly and the demand neutralized before profits appear.

While we urge caution in beginning operations we do feel that the small production of cotton goods during recent months has laid the

foundation for a volume of business which will ultimately mean full time operation of all mills.

We call attention to the report of the weekly letter of C. T. Reeves of Munds, Winslow & Potter on the opening page of this issue and especially his closing statement that he would not be surprised to see a buyers' panic.

Will Rogers On Modern Education

We heard a conversation last week which interested us.

A little girl was inquiring of an older girl who completed last year the grade which the younger girl was to enter this fall, which was the best teacher.

The older girl said "Do not get in Miss So and So's room if you want to learn anything. She spends so much time getting ready for children plays that she hurries you through your classes without taking time to explain anything."

There is no doubt that important instruction which should be given to children is in many cases being neglected while teachers with pet ideas give emphasis to them.

In a recent article, "What is Wrong With the Schools," Will Rogers, with that sound common sense for which he has become famous, said:

All the kids I know, either mine or anybodys, none of em can write so you can read it, none of em can spell so you can read it, cant figure and dont know geography, but they are always taking some of the darndest things, political science, international relations, drama, buck dancing, sociology, latin, greek, art. Oh Lord the things they go in for runs on by the hour!

You could write, read, spell, figure, and give the capital of Rhode Island, and they woudent give you a "Credit" in a year. But you tell where a Latin word was originally located, and how its been manhandled and orphanised down to the present day, and say they will claim that you have the nucleus of a "Thesis," and you are liable to get a horde of "Credits."

None of these big professors will come out and tell you what our education might be lacking, that it might be shortened, that it might be improved. They know as it is now that its a "Racket" and they are in on it.

Will Rogers' criticism of our schools will apply with even more justification to our colleges.

Many boys are injured far more than they are helped by attending college.

A Good Example

A cotton goods market report of one day this week said:

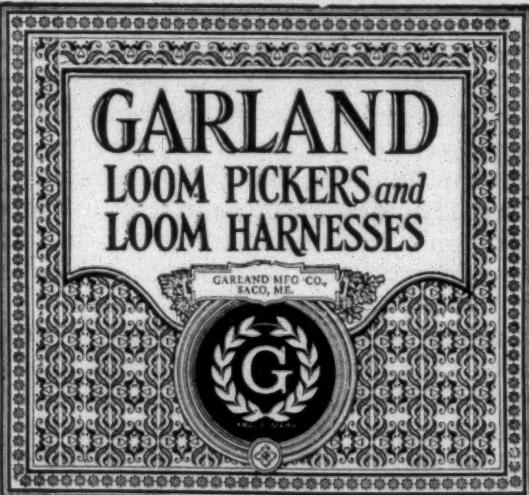
One of the leading printers advanced percales again yesterday—for the third time in 10 days.

Probably the buyers of percales told him that he would curtail his volume if he advanced prices, but we understand that sales have increased.

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Jacquard Board—Beaming Paper
Toilet Tissues
Twines—Wrapping Paper—Boxes, etc.

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Maybe it lies in faulty travelers. Easy to check up. Simply send for your FREE trial assortment of Victors, and try them out. They're made for good results . . . with all the skill and care humanly possible. State sizes and styles you want to try.

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Room 615, Commercial Bldg., Gastonia, N. C.

Southern Representatives

A. Dewey Carter

N. H. Thomas

B. F. Barnes, Jr., 520 Angier Ave., N. E.

Gastonia, N. C.
Gastonia, N. C.

Atlanta, Ga.

MILL NEWS ITEMS

SHELBYVILLE, TENN. — With the installation of new machinery, which is now being placed, the production of the Robinson-McGill Knitting Mills will be increased. The mills feature knitted underwear, but with the additional machinery other knitted garments will be made.

JONESVILLE, S. C.—Wallace Manufacturing Company has posted notices that night work will begin Monday and all former night employees will be given their work.

This mill has not ceased to run at any time during the months of depression and the work has been so regulated that as many employees as possible were taken care of.

STATESVILLE, N. C.—The Paola Cotton Mill, which had been idle for the past month and had been on a three and four-day a week basis for the past year, has started up and will be in full operation this week, with 96 people employed. Orders in hand are sufficient to keep the mill running full capacity for a while and business is expected in sufficient volume to continue full time operation.

LUMBERTON, N. C.—The National Cotton Mill of Lumberton this week began operating full time. After running only 35 to 40 per cent of the time for months and months, the mill stepped up last week to 60 per cent and this week started off full time. Officials said they did not know how long the longer hours would prevail.

HICKORY, N. C.—Officials of the Warlick Manufacturing Company's rayon fabric mill here announced full time operations, both day and night, will be resumed "within the next few days."

The plant has been running on half-time schedule for several months but a contract for 1,500,000 yards of cloth from a Northern concern gave the needed impetus to start full operations again.

ANDERSON, S. C.—Expenditure of about \$75,000 is involved in repair work under way at the Appleton Manufacturing Company, contracts for this week having been let during the past few weeks. The present contracts call for replacement of the mill's boilers, two in number of 5123 horse power. The contract marks the second large job of repair work done at the mill during the past eighteen months, a new roof having been completed a few months ago at a cost of approximately \$100,000.

ANDERSON, S. C.—The Anderson Cotton Mills resumed full time operation Monday morning after having been closed for a period of more than sixty days, James M. Cathcart, vice-president and superintendent announced. Resumption of operation at this time is made possible by orders for goods received recently.

The mill will operate on a basis of 55 hours weekly and for an indefinite period, Mr. Cathcart said. He stated officials hope this basis of operation may obtain permanently, although he could make no definite statement along this line.

Resumption will affect approximately 500 employees who have been out of work since June 4.

MILL NEWS ITEMS

DURHAM, N. C.—A blanket salary and wage increase of 10 per cent was ordered by the management of the Durham Hosiery Mills. The increase, effective Monday, has been made possible because of greatly improved business conditions which have brought the local corporation a corresponding increase in orders.

Notices were posted in every plant of the Durham Hosiery Mill Corporation formally notifying the employes of the good news. The notices, signed "the management," reads as follows:

"Due to general improvement in business conditions, which is reflected in our own business, by the substantial increase in orders for this month, there will be an increase of 10 per cent in wages and salaries in all mills, effective Monday, August 15."

ANDERSON, S. C.—With the resumption of operation Monday morning by the Anderson Cotton Mills, Anderson county, while all of her mills are operating on a curtailed basis, will not have a single plant entirely idle. The Anderson mill suspended operations June 4 and one of the most encouraging notes in industrial circles during the week was the announcement by James M. Cathcart, general manager, was that the mill would start up again on August 15, furnishing employment for approximately 500 operatives, who have been idle, and affecting several hundred more persons.

A partial checkup on the textile situation in this county discloses somewhat more healthy condition, and by reason of the depletion of retail stocks of merchandise it is anticipated that further improvement should be noticeable within the next few months.

A number of the county's mills have lately obtained substantial orders for their products enabling slight increases in operation.

The Chiquola Mills of Honea Path now are operating on a basis of about 80 per cent of full time operation. The Orr and Gossett Mills are operating 60 per cent. The Appleton Manufacturing Company's basis is a little less than full day time operation, while the Gluck and Equinox mills are running about half time.

Victor-Monaghan Shows Profit

Greenville, S. C.—The Victor-Monaghan Company closed the fiscal year ended June 30, 1932, with a manufacturing profit of \$245,988, before charging interest and depreciation. Interest of \$20,513 and depreciation of \$87,000, less other income of \$8,970, resulted in a net profit for the fiscal year of \$146,946. This compares with a net loss in the previous year of \$234,070 after all charges.

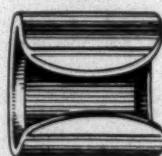
Inventories have been steadily reduced during the past three years. On June 30, 1930, the inventory of cotton and cloth was \$1,720,885; on June 30, 1931, \$494,193. On June 30, 1932, the inventory was further brought down to \$353,915.30.

The company closed its fiscal year with an improved ratio of current assets to current liabilities. Current assets including deferred charges of \$21,436, as at June 30, last, totaled \$914,776 against current liabilities of \$286,405, a ratio of 3½ to 1, compared with a 2 to 1 ratio at the close of the preceding year. Cash at the end of the last

UNIFORMITY THE KEY TO SUCCESSFUL SPINNING And TWISTING



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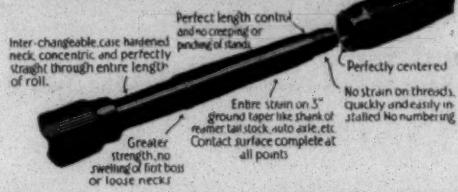
Trade

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A Traveler for Every Fibre

GUILLETS (I.T.) ROLLER NECK



Only way to permanently overcome loose roller necks and stop that uneven yarn and excessive end breakage.

Eventually—Why Not Now?

DIXIE SPINDLE & FLYER CO., Inc.
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Manufacturers and Repairers of
COTTON MILL BRUSHES

Write for Prices and Estimates.

GASTONIA BRUSH CO.
Gastonia, N. C.

SIZING

FINISHING



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247 Atlantic Ave. Boston, Mass.

Visit Washington this year

George Washington Bicentennial

Reduced fares

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Bring Results at Low Cost

Make Your Wants Known Through
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fiscal period totaled \$130,895.

In view of the fact that the mills curtailed operations considerably during the fiscal year in question, the earnings would indicate important economies having been effected in manufacture. Victor-Monaghan Company conformed to every curtailment suggestion, regardless of what was done by others, and is still operating on a curtailed basis, it was stated.

The balance sheets of the Victor-Monaghan Company at the close of the last two fiscal years compare as follows:

	ASSETS	
	June 30 1932	June 30 1931
Cash	\$ 130,895	\$ 158,190
Accounts receivable	150,392	149,818
Notes receivable	21,000	21,000
Inventories	591,053	676,776
Investments	43,400	48,400
*Property	5,455,882	5,483,981
Deferred charges	21,436	
Prepaid exp.		36,852
Advances		79,470
Total assets	\$6,414,058	\$6,654,487
	LIABILITIES	
Accounts payable	\$ 2,960	\$ 526,060
Bills payable	230,000	
Accrued taxes	52,886	65,162
Accrued exp.	559	409
Reserve building fund	4,036	
7% pref. stock (a)	650,400	689,800
Common stock (b)	4,937,200	4,937,200
Surplus	536,017	435,857
Total	\$6414,058	\$6,654,487

*Less depreciation.

(a) Represented by 6,504 shares.

(b) Represented by 49,372 shares.

BAMBERG, S. C.—After being closed down for three weeks, the Santee Cotton Mills here have resumed operations on a full-time schedule.

The Orangeburg branch of the Santee Mills, it is understood, will also resume within a few days, this mill having been closed at the same time as the branch here.

ROANOKE, VA.—H. C. Neren, manager of the Viscose Corporation of Virginia, has announced that another slight increase in operations at the Roanoke plant will become effective on August 22, unless something unforeseen intervenes to change present plans.

The step-up in production will be the third since resumption of the plant at 10 per cent capacity on July 18. About 450 employes were recalled at that time. Another contingent of like proportions was called back early this month and production is being boosted to a 30 per cent basis, with a proportionate number of employes returning to work.

The increase August 22 will be less than an additional 10 per cent, according to Mr. Neren, who said he did not wish to "create undue optimism, for we cannot tell what may happen, but recent signs of improvement are greatly encouraging."

Before the shutdown on June 3, the plant was operated at about 55 to 60 per cent capacity. This will mean that by August 22, the operations will reach more than 50 per cent of the production prior to the shutdown.

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P A T E N T S

Seek Adjustment
Of Mill Taxes

Columbia, S. C.—Completing the second week of hearings, representatives of cotton mills in Greenville and Greenwood counties appeared before the tax commission to seek adjustments in their tentative tax assessments for 1932.

The mills and their representatives appearing included: Greenwood Cotton Mills, Ninety-Six Cotton Mills and Mathews Cotton Mills, F. Barron Grier, J. C. Self and L. C. Adams, Brandon Corporation, C. F. Haynsworth and C. F. Hatch.

Slater Manufacturing Company,

WANTED—Position as Overseer Spinning. Experienced on colored and grey fine and coarse numbers, now employed but desire to change. Will go anywhere. Best of references. X. Y. Z., Care of Southern Textile Bulletin.

WANTED—Position as Overseer of Spinning, Spooling, Twisting, Warping, Carding. Plenty of experience. Good references. W. G. G., care Southern Textile Bulletin.

W. G. Sirrine, W. H. Taylor and James A. Lybrand.

Virginia Manufacturing Company, Greenville, G. H. Anderson and B. R. O'Neill.

Woodside Mills and Easley Mills, J. D. Woodside, John T. Woodside and George Brownlee.

Grendel Mills, Greenwood, J. P. Abney.

G. S. Harris Takes Up Cotton Transfer

Washington, Aug. 15.—Immediately after assuming his duties today as textile expert of the central cotton distribution office of the Red Cross, George S. Harris, of Atlanta, conferred with E. F. Creekmore, of New Orleans, general manager of the Cotton Stabilization Corporation, and Stanley Reed, general counsel of the Federal Farm Board. Details of the transfer of the 500,000 bales of stabilization cotton of the Red Cross, as authorized by Congress, were discussed.

Mr. Harris said that it is his opinion that approximately 225,000,000 yards of cotton goods will be procured and that roughly one-third of the raw cotton will be represented in merchandise delivered to the Red Cross and that two-thirds will be required to pay the costs.

The Red Cross will make its own specifications for the goods, Mr. Harris, said, and will not follow, as a rule at least, the rigid specifications of the Federal Specifications Board.

The first fabrics to be required will be prints, gingham, muslin, outing, flannel, shirtings, and birdseye, to be made up subsequently into dresses, undergarments, shirts, etc.

The Federal Farm Board and the Cotton Stabilization Corp. have given assurances that they will cooperate closely with the Red Cross and will deliver to mills from the closest storage standpoint the exact quality of raw cotton specified.

Eastman Acetate Unit Near Capacity

Tennessee Eastman Corp. is operating its acetate yarn division at a rate near capacity, which is about 1,500,000 pounds a year, it was learned from A. M. Tenney, of A. M. Tenney Associates, selling agents for the company.

Though the plant is operating at this rate the sales have taken care of all production and there is no accumulation of yarn, he pointed out.

SELLING AGENTS for SOUTHERN COTTON GOODS

Deering, Milliken & Co.

Incorporated

79-83 Leonard Street

New York

99 Chauncey St., Boston 223 Jackson Blvd., Chicago

Wellington, Sears & Company

93 Franklin St., Boston

68 Worth St., New York

Philadelphia

Chicago

Atlanta

New Orleans

San Francisco

CURRAN & BARRY

320 Broadway

New York, N. Y.

DOMESTIC

EXPORT

MERCHANDISING

JOSHUA L. BAILY & Co.

10-12 THOMAS ST., NEW YORK

COTTON GOODS

New York.—Business continued very active in cotton goods at advancing prices during the past week. There was further large business in unfinished goods and a substantial advance in the sales of finished fabrics. A number of price advances were put into effect, effecting bleached goods, towels, denims and others and a number of lines were held at value. Sales of print cloths and carded broadcloths were well over production for the week.

Large sales of branded lines of sheets and pillow cases have been made at shortened discounts. Printed goods have been selling a little more freely and in some cases printing machines are being operated overtime to make the quick deliveries sought. The business done on coarse sheetings, jeans, drills and shrunk has been larger than for some time. Substantial advances have been made in the prices of carded and combed yarns and sales have been increasing steadily.

Staple fine yarn cottons sold slowly throughout the week, despite occasional reports in isolated centers of mild improvement. It was said that prices had generally held at the same levels which had prevailed for a month or more, based on 6½c for 40-inch 8.50-yard 88x80s combed lawns, 5½c for 40-inch 9-yard 76x72s and 5c for 40-inch 9.50-yard 72x68s. Minor inquiry developed during the week on 40-inch 7-yard 96x100s at around 5½c.

Fancy cottons, usually of carded print cloth yarns, continued to move in large volume, and it was said sales in this division had reached a point which put them among the most important of the converting lines. The ability to buy novelty goods at low prices, with attractive patterns, was tempting to converters, and once the movement got under way, it was found premiums could be exacted with little difficulty.

Quotations at the week-end follow:

Print cloths, 28-in., 64x60s	2¾
Print cloths, 27-in., 64x60s	2½
Gray goods, 38½-in., 64x60s	3¾
Gray goods, 39-in., 80x80s	4¾
Gray goods, 39-in., 68-72s	4½
Brown sheetings, 3-yard	4½
Brown sheetings, 4-yard, 56-60s	4½
Brown sheetings, standard	5¼
Tickings, 8-ounce	10
Denims	8½
Dress ginghams	9-10½
Standard prints	5¾
Staple ginghams	6

Constructive Selling Agents for Southern Cotton Mills

J. P. STEVENS & CO., Inc.

44 Leonard St.
New York City

YARN MARKET

Philadelphia, Pa.—A real scramble to buy cotton yarns developed in some quarters of the market last week, dealers reported. The business handled was generally described as the best done in two years or more. A constantly increasing tendency by buyers to show interest in future requirements was noted. Many buyers were willing to cover probable needs in order to protect themselves against further price advances. Despite the higher cotton prices and the advance in yarn quotations, yarn prices are still too low to show the spinners a margin and many of them are very slow sellers at current prices.

It is indicated that some buyers and most spinners have lately adopted a definitely bullish attitude toward the cotton outlook, based on private estimates of the crop which have become current since the government figures were published. In some quarters, it is claimed, the September official report will probably show a reduction from the forecast made by the government.

Business in yarns has been distributed among the various trades, with a larger poundage coming from weavers than knitters. Many buyers have ordered from 50,000 to 100,000 pounds to reduce their average cost.

Combed qualities are firmer, but activity has not broadened as in carded. Sales are conservatively better and improving daily on the assumption prices will be advanced further by combed spinners this week.

New business is of unimportant size in mercerized and durene yarns but specifications from all trades have expanded noticeably. Mercerizers are no longer so dependent upon hosiery and underwear for volume as in former years, having developed new markets, and leading processors say a fair number of manufacturers of a widely distributed number of products are taking deliveries more actively.

Higher yarn prices have come mainly from a strong raw material market rather than from increased demand for cotton manufacturers, although a number of trades are experiencing a fair expansion in goods orders, mostly due to seasonal factors coming at the same time that strength has occurred in cotton and yarns.

Southern Single Warps		30s	18
10s	11 1/2	40s	23 1/2
12s	12 1/2	40s ex.	25
14s	13	50s	29
16s	13 1/2	60s	32
20s	14	Duck Yarns, 3, 4 and 5-Ply	
26s	16 1/2	8s	12
30s	17 1/2	10s	12 1/2
		12s	13
		16s	14
		20s	15
Southern Two-Ply Chain Warps		Carpet Yarns	
8s	12	Tinged Carpet, 8s, 3 and	
10s	12 1/2	4-ply	11
12s	13	Colored Strips, 8s, 3 and	
16s	14	4-ply	14
20s	14 1/2	White Carpet, 8s, 3 and	
24s	15 1/2	4-ply	12
30s	18	Part Waste Insulating Yarn	
36s	23	8s, 1-ply	10 1/2
40s	24	8s, 2, 3 and 4-ply	11
40s ex.	25	10s, 1-ply and 2-ply	11 1/2
Southern Single Skeins		12s, 2-ply	12
8s	11 1/2	16s, 2-ply	13
10s	11 1/2	20s, 2-ply	14
13s	12 1/2	26s, 2-ply	15
14s	13	30s, 2-ply	17
16s	13 1/2	Southern Frame Cones	
20s	13	8s	11 1/2
26s	16 1/2	10s	12
30s	17 1/2	12s	12 1/2
30s ex.	19 1/2	14s	13
Southern Two-Ply Skeins		16s	13 1/2
8s	12	18s	14
10s	12 1/2	20s	14 1/2
12s	13	22s	15
14s	13 1/2	24s	15 1/2
16s	14	26s	16
20s	14	28s	16 1/2
24s	15 1/2	30s	17
26s	16 1/2		

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BANKRUPTCY SALE

By Trustee in Bankruptcy of Shelbyville Mills, Inc.,
Shelbyville, Tennessee, September 10th, 1932, 12
Noon, on P remises at Shelbyville, Tennessee.

Pursuant to order of the Referee in Bankruptcy entered on July 12, 1932, in the matter of Shelbyville Mills, Inc., in Bankruptcy No. 14654, in the Middle District of Tennessee, the undersigned Trustee in Bankruptcy will offer at public sale for cash to the highest bidder, all property, both real and personal, of Shelbyville Mills, Inc., of Shelbyville, Tennessee, consisting of a 23,000 Spindle Cotton Mill complete, with 594 Draper Looms, located in Brick Building, together with two and one-half story warehouse, 112 Operatives' Houses and all other appurtenances, all located on a tract or parcel of land, consisting of forty-seven acres of ground, more or less, near the town of Shelbyville, in the Seventh Civil District of Bedford County, Tennessee.

Sale subject to confirmation by Referee in Bankruptcy.
Any further information desired will be furnished upon application to the undersigned.

A. F. MULLINS, JR., TRUSTEE,
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Wynne F. Clouse, Referee in Bankruptcy, 934 Stahlman
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CHARLOTTE, N. C.

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Seven Hours Cruise on Chesapeake Steamship Sunday, August 21st. Steamer leaves Southern Railway Docks, foot Jackson Street, 9:00 A. M., Sunday morning, August 21st. Returning 4:00 P. M. same day. Round trip fare includes cruise on Chesapeake Bay. Don't miss this fine opportunity to enjoy the salt sea breezes sailing on the palatial Chesapeake Line steamer.

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August 18, 1932

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for Equipment, Parts, Materials, Service

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Hosiery Group Prepares Simplified Cost Manual

A simplified manual on the essentials of unit cost accounting is being developed by the National Association of Hosiery and Underwear Manufacturers. Earl Constantine, managing director of the association, announces that arrangements will probably be worked out whereby members can be offered the services of experienced field men, on a low per diem fee plus expenses, to advise them on the subject of uniform cost accounting, and on the practical application of principles which the manual will present.

The manual will probably be less than 50 pages, and of handy size. It will not be an exhaustive treatise, but rather a practical, short-cut method which will present the fundamentals in a simple and clear way which will make it readily possible for mills to understand it and apply it to their use. Every effort is being made to use shop language and to avoid technical terminology. It is expected that the manual will be ready for use at about the time of the general conference of the industry to be held in New York during the latter part of October under the auspices of the association.

The association recognizes that all larger mills have installed unit cost accounting systems, and that most other mills either have systems or endeavor to establish their costs. On the other hand, the fact remains that in the hosiery industry as a whole there are not at present any generally accepted principles or methods, with the result that estimates of costs on a given article show a wide variety and range, and result in a wide range of prices quoted.

Cuba is Best Market For U. S. Cotton Cloth

Washington.—With an increase of 20 per cent in quantity consumption of American cotton cloths as compared with last year, Cuba during the first six months of 1932 became our most important market for this commodity, a position formerly held by the Philippines, it was made known by E. A. Mann, of the textile division of the Department of Commerce.

Cotton cloth shipments to Cuba during the first half of the year, Mr. Mann announced, totalled 35,889,426 square yards, against 29,995,195 square yards in the corresponding

period of 1931. The total value of the trade, however, showed a loss of more than \$400,000, totalling \$2,563,274, against \$2,978,432 a year ago.

Increasing keen competition from Europe and the Orient has been met by the United States during the past year, he explained, when, because of depreciated currencies, many countries were able to increase their share in the Cuban market. Due to the proximity of the market and preferential rates granted the United States, however, he said, it is believed that the United States remained the chief foreign supplier.

A better economic outlook has resulted in Cuba from the recent advance in sugar prices, which may tend to sustain the demand for American cotton cloth in future months, he stated.

Fairfax Advances Towels 5 to 10%

The Fairfax towel department of Wellington, Sears & Co. announced they had advanced prices from 5 to 10 per cent on crashes, huck towels and white and colored border Turkish towels, the advances to take effect immediately.

It was said the department had taken all the business it was willing to book at recent low prices, and that the advance was justified not only on the basis of current higher cotton, but also in view of the improved volume of business.

Similar action was expected to be announced in other towel distributing organizations within the next few days.

Sears Buys Cotton Goods

Chicago.—Sears-Roebuck Company this month has filled its cotton goods requirements for its mid-winter flyer on advantageous terms, according to the cotton goods trade. As Montgomery Ward now does practically all its cotton goods buying in New York no definite information is available here, although the trades assumes that its requirements also have been filled.

Cotton goods buying at this time is a seasonal development due to the necessity of buying ahead several months for the mid-winter flyer which features such goods. Requirements for the fall and winter general catalog which went to customers last month were bought in the spring.

Mill Village Activities

Edited by Mrs. Ethel Thomas Dabbs—“Aunt Becky.”

LINDALE, GA.

PEPPERELL MFG. CO.—CAPT. H. P. MEIKLEHAM, AGENT,
THE BELOVED FRIEND AND LEADER OF HIS PEOPLE

On May 20th of this year, over 2,000 people gathered to pay tribute to Capt. Harry Meikleham, who has been agent here for around 32 years. During this time the mill has trebled in size, and many improvements and new buildings have made the village one of the most ideal in the South.

Through a friendly spirit of co-operation and sympathetic understanding, Mr. Meikleham has built up a strong organization that is highly efficient and remarkably loyal. He meets with them from time to time, and frankly discusses with them any changes or questions concerning the interests of the general public. We do not believe there is a man anywhere in the world more devotedly loved and trusted by his employees, nor one who more deserves such devotion.

Mr. Meikleham's first mill work was in Waltham, Mass., so we guess he is a "Yankee." Well, there is room down South for every one like him—but we don't believe there are many more of his type, North or South. He is absolutely original, the only "Harry Meikleham."

In a recent publication, "Lindale" (gotten out once a year by M. L. Jackson) we read:

"Surrounding Captain Meikleham as executives today are those who began with him here as boys, brought here by their parents 30 years ago. Many of said parents are still employed in the mill. Lindale has trained and sent out executives to other mills where they have made good. Captain Meikleham's loyalty and interest in his people has been repaid. They have given him that priceless gift of love in return."

Lindale has a population of about 5,000, sixty per cent having been born and reared here. The mill company sells coal and wood to the employees at cost and houses equipped with modern conveniences are furnished at very low rent.

Lindale has every convenience and advantage. The people are interested in spiritual growth, and tell with pride of religious activities and especially of the Lindale Bible Class, which has a very large membership.

The mill maintains a First Aid room in charge of Dr. S. R. Methvin, Miss Laura Wilkins, head nurse, and Miss Glennie Gentry, assistant. Diphtheria, typhoid and smallpox serums are given free of charge.

Miss Mae Young is village nurse, and the excellent health of the people and sanitary condition of the village is in a large measure due to her untiring efforts. She is a wonderful little lady and a wonder-worker.

The beautiful Nurses Home and the Kindergarten are combined, with Miss Lillie Williamson and Miss Martha Ledbetter in charge of the kindergarten.

Lindale Band of 50 pieces, under the direction of Paul Nixon, assisted by Broadus Moak, is one among the best. The Mill Company sponsors a weekly program of the Rome broadcasting station, which is the best of the evening's entertainment.

Lindale Auditorium is one of the nicest to be found anywhere, with H. W. Neal, manager.

There are so many interesting things and people at Lindale that Aunt Becky would like to help Mr. Jackson get out one annual for that community. We will never have room in this department to tell of half the good things we found there and to list the names of the splendid overseers and assistants.

TRION, GA.

THE TRION CO.

A new mill has been built here since we last saw this place, and the arrangement presents a lovely view from the highway.

We used to enjoy going to Trion when Mr. C. P. Thompson was superintendent. We visited his office in Ware Shoals, S. C., recently, where he is now located as general manager and vice-president; he is also assistant treasurer and manager of the Trion Co., at Trion, and we had hoped to have the pleasure of meeting the present superintendent and maybe get some good spicey news for the Bulletin.

But Mr. Murphy was busy and we had to reach LaFayette on schedule time so could not waste our time waiting indefinitely. However, we feel sure there is plenty material there for a really interesting write-up if we could manage to be there at an opportune time.

The new mill is called the "glove mill" by operatives because it manufactures gloves exclusively for Sears, Roebuck & Co. The lawn, flowers and horse-shoe drive were very attractive.

HARTWELL, GA.

THE HARTWELL MILLS

My! but we enjoyed meeting our friends here after several years. S. W. Thornton, the genial and beloved manager and vice-president, was just back from the hospital, and we invaded his lovely home in order to shake hands with him and tell him how glad we were to know he would soon be back in his office.

Miss Marie Bannister, who used to contribute to our Home Department in Mill News, has taken unto herself a real nice husband, and her continued youthful appearance proves her happiness. She is now Mrs. Clete Elrod.

We met Mrs. W. A. Davidson, too, who is as charming as ever—a typical "Georgia Peach." And my! how glad we were to meet the charming wife and daughter of Superintendent H. O. Rogers. She invited us to "drive right in" and make her home ours next time we visit Hartwell, and we are going to do that very thing, for we fell in love with her.

The Hartwell Mills have run splendidly, making good quality sheeting. The plant is right in town and convenient to every city advantage. The people are high class and dependable, and many of them have been here a long time. They have lovely flowers and gardens and their houses are real homes—not just a place in which to eat and sleep.

Superintendent Rogers is the soul of courtesy, and was as nice to us as we could wish. It was rather hot that day, and Uncle Hamp, being fat and easily overcome with heat, I suggested that he "stay out of the mill." That was a good idea, too, for there were some mighty pretty girls in there and I know he would have wanted to kill a lot of time.

The overseers are truly a nice up-to-date bunch, and Mr. Thornton sees that they are supplied with good helpful reading matter. W. P. Norman is overseer carding; Otto King, overseer spinning; H. C. Anderson, overseer weaving; A. R. Williams, overseer cloth room; H. M. Bannister, master mechanic.

Other liver wires among second hands and section men are J. T. Bannister, J. E. Casey, Monroe Cason, Clete Elrod and E. O. Williams.

We would like to visit these fine people quarterly instead of yearly. Georgia folks are all sincerely friendly to visitors, and especially nice to "Uncle Hamp" and "Aunt Becky."

LAFAYETTE, GA.

CONSOLIDATED TEXTILE CORP.—W. H. HARDEMAN, MANAGER, HAS NICE HOME AND LOVELY GROUNDS

"Uncle Hamp" and "Aunt Becky" had looked forward with great pleasure to the time when we could visit Mr. and Mrs. Hardeman, who were former friends and neighbors of mine in Newberry, S. C. In fact, Mr. Hardeman was overseer of weaving there for 25 years, and during that time I ran looms for him several years. There has never been a finer overseer nor a more agreeable one, and we found that he has won the esteem and confidence of the people at Lafayette during the four years he has been there.

The Hardeman home is on the Chattanooga highway—a large and beautiful building on a well kept lawn, shaded by giant trees. There's an acre garden back of the home which is the pride of Mrs. Hardeman. It is furnishing abundance of vegetables and fruits for her table, besides her pantry is well stocked with the finest of canned and preserved products for winter use.

Her flowers are of many varieties and her home always gay with cut flowers. She is a charming woman, and says her neighbors are as fine as can be found anywhere.

LAFAYETTE A PRETTY TOWN

The town has grown and added many improvements since we used to go there. There's a Chamber of Commerce, nice public buildings, fine schools and good churches. "The Square" is very attractive. The people in and around Lafayette are sold on education and to be a high school or college graduate is the rule rather than an exception.

Mr. and Mrs. Hardeman's four sons have all had every opportunity and have made fine records. Ralph, the youngest, has a number of diplomas adorning the walls. Dick and Harry are vacationing at home and we had the pleasure of seeing them.

Mr. Hardeman has a nice, well equipped office near the mill, where we met his splendid overseers, who are as follows:

L. H. Miller, overseer carding, and J. H. Cook, second hand; E. H. Anderson, overseer spinning, spooling and warping, with B. H. Dennis and J. D. Freeman, second hands; O. A. Hurston, overseer weaving, with J. A. McAuley and W. R. Goodwin, second hands; J. W. Byars, overseer cloth room, and H. A. Robinson, second hand; C. J. Brigman, master mechanic.

The mill has curtailed very little and we hope it continues to run successfully.

LAFAYETTE COTTON MILL

Here's where we used to visit our good friends, Mr. and Mrs. R. A. Whatley, when he was superintendent at this mill several years ago. But they are in Charlotte now and we hope they will never leave us. Mr. Whatley has charge of the Carl Stohn, Inc., and specializes in Jacquard silks, making some of the most beautiful cloth we have ever seen.

LaFayette Cotton Mill has doubled in size and is equipped with modern machinery. It is nice and clean throughout, and makes twills. The office has been moved to the end of the new addition in a nice shady location.

R. S. Steel is superintendent; Chas. Willis, carder; J. C. Eller, spinner; J. H. Hyde, weaver; A. L. Smith, overseer cloth room; W. S. Dill, master mechanic.

CONCORD, N. C.

MILLS ALL BUSY

Hartsell Mill has been curtailing drastically for several months, but we found it running and everybody confidently expecting better times.

We never see this place without thinking of what wonderful improvements in surroundings have been made the past few years under the supervision of W. N. Pharr. It is really a beauty spot now instead of an "eye-sore," and operatives are proud to point it out to visitors.

J. L. Potts is overseer carding; J. T. Howell, overseer spinning; W. A. Buff, overseer weaving; J. T. Lancaster, dyer; J. T. McPhatter, overseer cloth room; B. A. Tucker, master mechanic.

CANNON MILL No. 9 (FRANKLIN MILL)

J. M. Talbert is the genial superintendent; J. H. Wade is overseer day carding and C. W. Dabbs, night overseer. (He is a cousin of "Uncle Hamp," but not quite as good looking.) C. E. Gray is overseer spinning.

We always enjoy visiting this mill, for everyone is pleasant and smiling, and their welcome to Aunt Becky is cordial and unaffected.

We stole a cutting off Mrs. C. W. Dabbs' fine begonia and might have known it would die! Anyhow, it looks "sick unto death."

CANNON PLANT No. 5 (CABARRUS MILL)

This is another pleasant stopping place. J. G. McCachern, superintendent, is a very courteous and obliging gentleman, and has a splendid bunch of overseers. W. L. Blackwelder is carder; J. L. Bullabaugh is spinner; W. L. Mills, weaver; J. J. Fletcher, overseer cloth room, and H. W. Miller, master mechanic.

This mill runs five days a week but no night work. The village was built for only a day shift; when night work ran, operatives came from surrounding territory, and the mill now has no problems to solve since night work was discontinued.

We are in sympathy with both mill officials and employees where two sets of help have been in demand for years and homes established. Now when night work should be completely abolished it is almost impossible to do so. People must live somewhere, somehow, and can't be turned out with nowhere to go nor nothing to start a new life with.

Next week we will have other items about Concord, Landis, China Grove and Pomona. Space is limited this week and we have a nice letter from Salisbury that we want to use.

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10-in. roving cans 35 cents each
Large quantity 4x5 and 4x6 wood head
spools
12-7x3 $\frac{1}{2}$ Whitin speeders
10-Hopendale fancy twisters, new attachments
Write, wire or telephone your inquiries

Box 763
Charlotte, N. C.

Cotton Hats for Men

Cotton's fashion success this season has encouraged further development of cotton styles for 1933. The newest item, according to the Cotton-Textile Institute, is a hat for men distinctive not only by its dressy appearance but also because it is 100 per cent cotton, even including the lacquer with which it is finished. This new headwear is the 1933 leader of a prominent New York manufacturer and is designed for summer use.

It is made of cotton braid, stitched with cotton thread, trimmed with cotton ribbon, lined with cotton lin-

ing, and even the sweat band is of cotton fabric. The lacquer finish is a product made of cotton linters. The hat is not distinguishable in appearance or color from the familiar Panama or similar straw models. High durability of cotton for headwear has been proven during the past two years and the introduction of cotton hats has met with growing popularity. Those first produced had ribbons, linings and sweat bands other than cotton whereas the new hats are cotton through and through. In addition to long-wearing qualities, the cotton hat has demonstrated in service that it is not "touchy" hence it resists soiling from handling and other causes.

The new all-cotton hat has a color range of white, sand and ecru and is styled in three shapes. Ribbon bands are furnished in an ample selection of colors and widths affording a variety of color effects and styling. This hat is an appropriate "topper" for the cool, summer ensembles gaining preference among men, including cotton fabric shoes and cotton suits. The advance of cotton fashions has now made it possible for men to have summer comfort in apparel, underwear and accessories of cotton complete from shoes to hats.

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Charlotte, N. C.

New DuPont Dyestuff

Pontamine Diazo Blue 6G is a new dyestuff developed by the Dyestuffs Division of E. I. du Pont de Nemours & Co. It is a direct color recommended for development with beta naphthol.

The dyestuff is of greatest value for discharge purposes, giving clear whites on cotton and tinted whites on silk. The general fastness of this color is sufficiently good to meet all ordinary requirements for women's dress goods and similar fabrics.

It is stated that this dyestuff will be most widely used on cotton and rayon but may also be applied to pure silk when dyed in an acid bath. Very satisfactory results may be obtained in all types of machines.

**Victor Monaghan
Board Re-Elected**

Greenville, S. C.—All officials of the Victor Monaghan Company were re-elected at the annual meeting of stockholders. No other business of importance, other than report for the year was transacted, according to President T. M. Marchant.

Here are the Crucial Minutes

*... which the
business paper
helps to save*

"Mr. Smith," calls the secretary. The first of a line of waiting salesmen, hurriedly collecting hat and sample case, enters the buyer's office. A ground-glass door closes behind him. The other men shift, recross their legs and settle down to wait their turn. It won't be long now.

And it won't! For the average time given to salesmen is brief—heart-breakingly brief, sometimes. In retail stores it varies between 4 minutes in department stores and 21 minutes in furniture stores, with an average for all lines of 12 minutes per interview. In industrial concerns it is scarcely longer.

Yet within those few minutes every actual sale must be consummated. Here, within the walls of one room, across one desk, and in the space of a few hundred seconds are focused the entire efforts of management, produc-

tion, advertising—to stand or fall on the result of personal salesmanship. Here are the crucial minutes when a man must sell.



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And because these selling minutes are so few, so precious, it is important to save them for actual selling, to free the hands of salesmen for the important work which can only be done face to face with the buyer.

It is here that the business paper is of untold value to the manufacturer. For it reaches in advance the man behind the ground-glass door. In its pages can be said beforehand everything that must be said as a preliminary to effective personal selling; to get introductions and explanations out of the way; to create friendships and reputations; to clear the decks for two-fisted selling.

Because the business paper of today deals so authoritatively and constructively with the problems of its industry, profession or trade, it not only passes through the ground-glass door, but it is read, thoroughly and attentively, by the man who constitutes the manufacturer's most important single objective. His interest makes the business paper the key to saving crucial selling minutes.

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